

Message Text

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PAGE 01 MILAN 00254 171208Z
ACTION EUR-12

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TO SECSTATE WASHDC 5854
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AMEMBASSY ROME

UNCLAS MILAN 0254

EO 11652: NA
TAGS: BEXP IT
SUBJECT: MULTI COMPANY BSP - HI FI USA

1. HI FI USA EXHIBIT US HIGH FIDELITY EQUIP.
2. US TRADE CTR MILAN FRB 10-13, 1978
3. 1 PARTICIPANT FOR 58 EXHIBITORS
4. SALES DURING SHOW: \$300,000.
5. SALES PROJECTED NEXT TWELVE MONTHS: \$8,200,000
6. ONE PARTICIPANT SOUGHT AN EXREP FOR TWO US COMPANIES
7. 1. EXREP APPOINTED DURING SHOW
8. NA
9. NA
10. TOTAL VISITORS: 4899 PLUS 500 REGISTERED
11. A REGULAR EVENT AT THE MTC THIS YEAR HI FI USA WAS TRANSFORMED INTO A MULTICOMPANY BSP TO BETTER ACCOMMODATE THE ALMOST ENTIRELY LOCAL REPRESENTATIVE PARTICIPANTS (THIS YEAR ONLY ONE COMPANY FROM US). HOWEVER, THIS TRANSFORMATION MADE NO CHANGE REGARDING THE ACTUAL PHYSICAL LAYOUT OR THE SUCCESS OF THE EVENT. THE SHOW WAS AS USUAL ENTHUSIASTICALLY RECEIVED BY EXHIBITOR AND VISITOR ALIKE. ONLY OBSTACLE THIS YEAR WAS WEATHER WITH A 36 HOUR SNOW STORM BLOCKING MANY VISITORS AND EVEN SOME EXHIBITORS AND THEIR EQUIPMENT THE FIRST TWO DAYS OF THE SHOW. THUS TOTAL ATTENDANCE TO THIS YEARS SHOW WAS SOMEWHAT LESS

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THAN LAST YEAR'S. STILL EXHIBITORS POURED HIGH PRAISE ON THE WORTH OF THE EVENT AND THE NEED TO CONTINUE HI FI USA. HOPEFULLY NEXT YEAR SNOWS WILL SPARE US, IN WHICH CASE VISITORS WILL CERTAINLY EXCEED THE 7000 MARK SET IN 1977.FINA

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